

Rep Order# 9821095 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/18/2012 8:19 AM
Last Received: 09/17/2012 10:15 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product US CHAMBER COMMERCE
Estimate# 1381
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

57228
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1381
Flight Dates 09/19/2012 - 09/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	430P-5P	NEWS	:30	\$2,000.00	09/19-09/21	3	1	3	\$6,000.00	
	2	W-F	6P-630P	NEWS	:30	\$2,800.00	09/19-09/21	3	1	3	\$8,400.00	
	3	W-F	7P-730P	INSIDE	:30	\$2,000.00	09/19-09/21	2	1	2	\$4,000.00	
	4	W-SU	11P-1135P	NEWS	:30	\$3,200.00	09/19-09/23	3	1	3	\$9,600.00	
	5	M-F	430P-5P	NEWS	:30	\$2,000.00	09/24-09/28	4	1	4	\$8,000.00	
	6	M-F	6P-630P	NEWS	:30	\$2,800.00	09/24-09/28	5	1	5	\$14,000.00	
	7	M-F	7P-730P	INSIDE	:30	\$2,000.00	09/24-09/28	5	1	5	\$10,000.00	
	8	M-F	11P-1135P	NEWS	:30	\$3,200.00	09/24-09/28	5	1	5	\$16,000.00	

--- REPORT TOTALS ---

Report Totals: 30 / \$76,000.00

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---SALES MONTHLY TOTALS---

Sep 12: 30 / \$76,000.00
Sales Totals: 30 / \$76,000.00
Station Totals: 30 / \$76,000.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$230,373	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	32%	WLWT	15%	WSTR	0%	WXIX	20%		

Books null
Demos RA35+

Spot Manager: All, 09/19/12-09/28/12

Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: US Chamber of Commerce													
Agency: Mentzer Media Services													
Station: WKRC-TV													
Order: 57228													
Line: 1													
09/19/12 day		4:43:06 PM	:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		2 MWASH		
09/20/12 day			:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		3 MWASH		
09/21/12 day			:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		1 MWASH		
						\$6,000.00						3	
Line: 2													
09/19/12 day		6:19:32 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		1 MWASH		
09/20/12 day			:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		2 MWASH		
09/21/12 day			:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		3 MWASH		
						\$8,400.00						3	
Line: 3													
09/20/12 day			:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	2 MWASH	
09/21/12 day			:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	1 MWASH	
						\$4,000.00						2	
Line: 4													
09/19/12 day		11:18:19 PM	:30	\$3,200.00		11p M-Su Local 12 News 11:00 PM-11:35 PM		US CHAMBER COMMER(1381	P-1		1 MWASH		
09/20/12 day			:30	\$3,200.00		11p M-Su Local 12 News 11:00 PM-11:35 PM		US CHAMBER COMMER(1381	P-1		2 MWASH		
09/22/12 day		11:13:05 PM	:30	\$3,200.00		11p M-Su Local 12 News 11:00 PM-11:35 PM		US CHAMBER COMMER(1381	P-1		3 MWASH		
						\$9,600.00						3	
Line: 5													
09/24/12 day		4:28:06 PM	:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		3 MWASH		
09/25/12 day		4:51:21 PM	:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		2 MWASH		
09/26/12 day		4:51:21 PM	:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		1 MWASH		
09/27/12 day		4:42:36 PM	:30	\$2,000.00		4p Local 12 News at Fol (4:30:00 PM-5:00:00 PIUS CHAMBER COMMER(1381			P-1		4 MWASH		
						\$8,000.00						4	
Line: 6													
09/24/12 day		6:28:31 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		1 MWASH		
09/25/12 day		6:05:34 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		2 MWASH		
09/26/12 day		5:58:01 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		3 MWASH		
09/27/12 day		6:04:19 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		5 MWASH		
09/28/12 day		6:29:11 PM	:30	\$2,800.00		6p Local 12 News at Six 6:00 PM-6:30 PM		US CHAMBER COMMER(1381	P-1		4 MWASH		
						\$14,000.00						5	
Line: 7													
09/24/12 day		7:05:26 PM	:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	3 MWASH	
09/25/12 day		7:22:14 PM	:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	2 MWASH	
09/26/12 day		7:04:56 PM	:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	5 MWASH	
09/27/12 day		7:04:26 PM	:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	4 MWASH	
09/28/12 day		7:22:14 PM	:30	\$2,000.00		M-F 7p-730p		7:00 PM-7:30 PM		US CHAMBER COMMER(1381	P-1	1 MWASH	
						\$10,000.00						5	
Line: 8													

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/28/12

Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: US Chamber of Commerce												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 57228												
Line: 8												
09/24/12	day	11:11:51	PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMER(1381	P-1	4	MWASH
09/25/12	day	11:11:18	PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMER(1381	P-1	3	MWASH
09/26/12	day	11:19:49	PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMER(1381	P-1	2	MWASH
09/27/12	day	11:19:32	PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMER(1381	P-1	5	MWASH
09/28/12	day	11:28:40	PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMER(1381	P-1	1	MWASH
											5	
											30	
											30	
											30	
											30	
											30	

[Filtered by:] [Sorted by: Station]